

Louisville Metro Pedestrian Master Plan - Detailed Scope of Work

Statement of Need and Work Scope

This is a project to develop, publish, and distribute a Pedestrian Master Plan for the Louisville Metro region and to, as funding allows, implement a Pilot Project from the recommendations of this plan. This proposal dovetails with an existing project to perform background research and public involvement to provide the majority of the content for the proposed Master Plan. This preliminary aspect of the project, already funded and known as the Pedestrian Summit, aspires to be perhaps the most inclusive planning project in terms of public involvement in Louisville's modern history. A series of community meetings throughout the city will lead up to a major Summit in March of 2008.

The element of the project proposed here is to fund the compilation of this research and public input into two documents: a formal planning document outlining a twenty year horizon future for pedestrian improvements in Louisville (herein referred to as the "Master Plan") and a brief, graphically-designed "digest" of the full plan for distribution to the wider public (herein referred to as the "Executive Summary Document"). These funds will be used to organize the content, to have been previously collected as part of the larger project, produce the Master Plan and Executive Summary Documents, publish and distribute these documents, and implement a small pilot project out of the recommendations of the Plan itself.

These funds are essential to the process of planning for the future of pedestrian infrastructure and development in Louisville Metro. The Mayor's Healthy Hometown Movement, the regional Partnership for a Fit Kentucky coalition, has identified physical inactivity and inadequate access to bicycling and walking facilities as primary obstacles to improved public health in the Louisville Metro region. The Pedestrian Master Plan and Summit, as these two combined projects are known, is a landmark effort on Louisville's part to identify, prioritize, and overcome these obstacles to physical activity and public health in our region.

The Built Environment Committee, the Mayor's Healthy Hometown Movement, and the many Metro agencies, community groups, private partners, and non-profit organizations involved in developing and implementing the Pedestrian Master Plan project are very grateful for the opportunity to apply for these \$20,000 in funds which will allow us to compile and publish the results of the great deal of work which is about to begin here in Louisville. This funding will provide us with the ability to complete the crucial final piece of this puzzle and present this major planning effort to the public and to the agencies involved in the Plan's implementation.

Partners & Responsibilities

The Built Environment Committee of the Mayor's Healthy Hometown Movement has been the creative force behind this project. Support, in terms of both matching funds and in-kind labor, has been pledged and is being provided by numerous agencies including the Department of Public Health & Wellness, the

Department of Public Works & Assets, the Transit Authority of River City, the Mayor's Healthy Hometown Movement, the Department of Codes & Regulations, ACTIVE Louisville, the Louisville Water Company, Metro Parks, and others. Numerous citizen groups and non-profit organizations have been active in the planning of this project including the Clifton Community Council, Bicycling for Louisville, Safe Streets Louisville, the Coalition for the Advancement of Regional Transit, and many others. Even before it has begun, the Pedestrian Master Plan and Summit project has become, we sincerely feel, an example of public-private partnerships and interagency collaboration at its finest.

The **Built Environment Committee of the Mayor's Healthy Hometown Movement** serves to organize and represent this innovative partnership and its interest in improving the public health of our community through promoting and removing the obstacles to physical activity. It is the firm belief of this partnership that developing this Pedestrian Master Plan through an intensive process of research, community involvement, and far-reaching distribution will be of enormous long-term benefit to the community as a whole. The result of this project will guide, as has the Bicycle-Friendly Louisville Plan and Summit after which the project is modeled, the development of Louisville's pedestrian infrastructure for many years to come. Prioritizing projects based on research and public input and identifying means to accomplish specific, prioritized goals is the first and most essential step towards building a more Walkable Louisville. We believe this project to be very much in line with the guidelines and objectives of the Get Healthy Kentucky Grant Program which, "offer[s] funding to local communities to

enhance their environments to become healthier for their citizens ... [by]
creating opportunities for healthy choices through increased physical activity..."

The various agencies and partners involved have come together to put forward the required \$8,000 in matching funds, by contributing at least \$1000 each, to ensure that this project does indeed become a reality. The Bicycle & Pedestrian Education and Promotion program, administered by the Dept. of Codes and Regulations, has committed \$10,000 of its program funds to the project as well.

Additionally, the various partner agencies have committed substantial staff resources to the project's implementation, including (but not limited to): Jon Villines, Bike/Ped Coordinator from the Dept. of Public Works & Assets, Steve Sizemore, Neighborhood Planner from the Div. of Planning & Design Services, Nina Walfoort, Director of Marketing of the Transit Authority of River City (TARC), Christy Dooley, Assistant to the Director, Dept. of Public Works & Assets, Leanne French, Community Health Education & Promotion Administrator, Dept. of Public Health & Wellness, Jennifer Clark, Program Director, ACTIVE Louisville, Marigny Bostock, Coordinator, Mayor's Healthy Hometown Movement, and others.

This Plan's recommendations will be implemented over the years through the cooperative efforts of Louisville Metro, KYTC, the Louisville Metro Council, private corporations, citizen groups, and non-profits responsible for and supporting the goal of a Walkable Louisville. A pilot project, perhaps in the form of "Mayor's Miles" sidewalk symbols (symbols which show pedestrians how far they have

walked with in-pavement mile markers), will be implemented following the plan with funding from this project and its local match.

We have been guided by the vision that, "Everyone is a Pedestrian," at some point in their daily life, and thus every Louisvillian will benefit directly from this project and its implementation. Providing more opportunities for walking, however, makes it more likely that those who currently do not walk much either for transportation or recreation will eventually do so. Even the most motivated individual cannot begin a walking routine if they have nowhere to walk. This Plan is our first step towards overcoming this most fundamental obstacle.

We are, again, very excited at the prospect of having Get Healthy Kentucky and the Governor's Office of Wellness and Physical Activity as the primary sponsors of the Louisville Metro Pedestrian Master Plan document.

Timeline & Budget Details

From January 1, 2008 to March, 2008 (time of Pedestrian Summit), our consultants, with support from local agency and private/non-profit partners, will compile their research and oversee a comprehensive public-involvement process. This research will include an analysis of existing conditions and practices, a review of the existing planning context, policies, and practices affecting pedestrians, an outline of the benefits and encouragement of the Pedestrian Movement, numerous stakeholder outreach meetings, an online pedestrian questionnaire, and the Pedestrian Summit itself. This is the body of

work – already funded and ready to begin pending final contracting – which will form the content of the Pedestrian Master Plan and Executive Summary Document for which we are presently applying for funding.

These \$20,000 from GHK will be devoted entirely to producing and packaging the Pedestrian Master Plan itself. Step 1 of this process, to last from April 1, 2008 through June 1, 2008, is to develop an “Action Plan for Change.” This Action Plan will establish a long-term vision, as well as immediate priorities for making Louisville a place where walking is a comfortable, efficient, and enjoyable experience. The purpose of the Action Plan is not only to identify next steps, but also to identify the responsibilities of the myriad partners who will be involved in achieving the vision. The plan will identify high priority corridors throughout the Louisville Metro area (i.e. locations needing immediate attention for pedestrian improvements and retrofit, including locations that serve vulnerable populations such as low-income areas, people with disabilities, racial and ethnic minorities, senior citizens, and youth). Metro staff will assist with the preparation of the mapping component of this task. The Plan will also identify specific activities and programs that address pedestrian and motorist education and encouragement, enforcement of traffic laws that affect pedestrians, identification of further steps needed to integrate walkability into existing policies and practices, identification of follow-up inventories and analyses needed by specific agencies, and identification of potential funding sources for regional and local initiatives.

This Step 1 is broken-down in the Detailed Project Budget in the application form as “Prepare Draft Action Report,” and “Prepare Draft Maps and GIS Database,” with a total anticipated cost of \$5,926.

Step 2 is to “Prepare the Final Plan Package.” This will take place from Mid-May to the end of June 2008 with all work completed and funds expended by June 30, 2008. Upon receiving comments on the Action Plan, our consultant team and local support staff will prepare the final Plan documents. The Final Plan report will pull together all previous research and public involvement into a cohesive plan. It will include an introduction describing the history of transportation/walkability in Louisville, a chapter that addresses the benefits of walking, a section that describes the public outreach process, a vision and goals chapter, and the Action Plan chapter.

Metro staff and the Mayor’s Healthy Hometown Movement: Built Environment Committee will review the draft plan document in early-to-mid June 2008. Upon receiving comments and revising the plan, our consultant team will produce two documents for distribution (modeled on the Bicycle-Friendly Louisville Plan):

1. Final Master Plan Report – this will be the longer version of the Plan that provides a greater level of detail (the final version of the Plan document described above). This version of the plan will be produced in black and white with some color graphics where needed.

2. Executive Summary or Digest version of the Plan – modeled on the very successful Bicycle-Friendly Louisville Plan, this will be a full color document that is rich in graphics (photos, charts, drawings, maps, etc.) that condenses the most important aspects of the Plan into a brief and succinct summary intended for distribution to the wider public audience.

Both documents will be provided to Metro staff and the Built Environment Committee for review and will be revised accordingly. The consultant team will provide final versions of each document in the original source files as well as high-resolution and low-resolution PDF copies, for ease of printing.

Step 2 is broken-down in the Detailed Project Budget in the application as, “Prepare Draft Master Plan,” “Prepare Final Master Plan,” “Prepare Draft Executive Summary Document,” and “Prepare Final Executive Summary Document.” The total cost of this step is estimated to be \$11,667.

Step 3 is the process of physically printing the Master Plan and Executive Summary Documents for distribution. Louisville Metro will solicit three price quotes for publication of these documents, especially the Executive Summary, in sufficient quality and quantity for ongoing public distribution over the coming two years. The Detailed Project Budget has allotted \$7,000 for this task, a figure which may or may not have to be adjusted slightly up or down to allow for uncertainty in printing costs and necessary quantities. Printing will be completed by June 30, 2008.

Step 4 is implementation of a Pilot Project from the recommendations of the Action Plan. To be accomplished with the anticipated amount of funds listed in the Detailed Project Budget (\$3,407), this Pilot Project will be implemented upon completion of the Action Plan and over the course of June 2008 during production of the Master Plan and Executive Summary. It is anticipated that this Pilot Project will likely be an implementation of "Mayor's Miles," mileage markers in neighborhood sidewalks which allow pedestrians to monitor their distance walked in tenths of one mile. The symbol to be used is the so-called 'Walking Louie,' a "walking" caricature of the Louisville Metro symbol, the Fleur-de-Lis. The purpose of implementing such a pilot project during production of the final Master Plan is so that upon completion and release of the Plan, a press conference or other appropriate media event may be held at which representatives of Louisville Metro Government, the Governor's Office of Wellness and Physical Activity, and other involved partners announce the Plan and introduce the pilot project to mark the start of a new era of Pedestrian Movement in a new, Walkable Louisville. We are hopeful that such an event will help to generate public discourse and capitalize on the momentum generated by the public involvement process and the major Pedestrian Summit; momentum and discourse necessary to generate the resources Louisville will need to implement the recommendations of the Master Plan itself.

The total cost of the budgeted items in this project comes to \$38,000, \$20,000 in grant funding from Get Healthy Kentucky and the Governor's Office of Wellness

and Physical Activity, and \$18,000 of local matching funds, with a completion date of June 30, 2008.

On behalf of the entire partnership responsible for this request and the proposed project, we are sincerely grateful for the opportunity to apply for these funds.

We are very hopeful that together we can help to build a future for the citizens of Louisville in which walking – whether for fitness alone or for transportation as well – is a safe, enjoyable, and routine part of daily life.